

1 of 3

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

CLIENT: HELLER FOR SENATE SC=*

THANKS ANJIE FOR ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	W-F	530A-6A		:30	\$125.00	09/12-09/14	2	1	2	\$250.00	
		Buyline Comment: 530AM NEWS										
	2	W-F	6A-630A		:30	\$250.00	09/12-09/14	1	1	1	\$250.00	
		Buyline Comment: 6AM NEWS										
	3	M-TU	6A-630A		:30	\$250.00	09/17-09/18	2	1	2	\$500.00	
		Buyline Comment: 6AM NEWS										
	4	W-F	630A-7A		:30	\$250.00	09/12-09/14	2	1	2	\$500.00	
		Buyline Comment: 630AM NEWS										
	5	W-F	10A-11A		:30	\$450.00	09/12-09/14	3	1	3	\$1,350.00	
		Buyline Comment: THE VIEW										
	6	M-TU	10A-11A		:30	\$450.00	09/17-09/18	2	1	2	\$900.00	
		Buyline Comment: THE VIEW										
	7	W-F	7P-730P		:30	\$350.00	09/12-09/14	3	1	3	\$1,050.00	
		Buyline Comment: ACCESS HOLLYWOOD										
	8	M-TU	7P-730P		:30	\$350.00	09/17-09/18	2	1	2	\$700.00	
		Buyline Comment: ACCESS HOLLYWOOD										

Station KTNV-TV LAS VEGAS, NV

Advertiser () .HELLER FOR SENATE

Product DEAN HELLER

Estimate#

Buyer NEIL WILLIAMS

Phone#

Fax#

Agency () STRATEGIC MEDIA SVCS

3299 K STREET NW SUITE #200

WASHINGTON, DC 20007

Agency C/P1/P2/E

Flight Dates 09/12/2012 - 09/18/2012

Hiatus Weeks

Rep Firm

Sales Office () PHILADELPHIA

Salesperson () ANJIE BRADY

Salesperson Phone# 215-567-6005

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	9	W-F	11P-1135P		:30	\$600.00	09/12-09/14	1	1	1	\$600.00	
		Buyline Comment: LATE NEWS										
	10	M-TU	11P-1135P		:30	\$600.00	09/17-09/18	1	1	1	\$600.00	
		Buyline Comment: LATE NEWS										
	11	W-F	1135P-1205A		:30	\$400.00	09/12-09/14	3	1	3	\$1,200.00	
		Buyline Comment: NIGHTLINE										
	12	M-TU	1135P-1205A		:30	\$400.00	09/17-09/18	2	1	2	\$800.00	
		Buyline Comment: NIGHTLINE										
	13	SU	5P-8P		:30	\$2,500.00	09/16-09/16	1	1	1	\$2,500.00	
		Buyline Comment: 2012 EMMY AWARDS										

---REPORT TOTALS---

Report Totals: 25 / \$11,200.00

---SALES MONTHLY TOTALS---

Sep 12: 25 / \$11,200.00
Sales Totals: 25 / \$11,200.00
Station Totals: 25 / \$11,200.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$58,947	KBLR	0%	KLAS	22%	KSNV	28%	KTNV	19%	KTUD	0%
		KVCW	1%	KVMY	4%	KVVU	26%				

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Station	KTNV-TV LAS VEGAS, NV	Agency	() STRATEGIC MEDIA SVCS	Rep Firm	
Advertiser	() .HELLER FOR SENATE		3299 K STREET NW SUITE #200	Sales Office	() PHILADELPHIA
Product	DEAN HELLER		WASHINGTON, DC 20007	Salesperson	() ANJIE BRADY
Estimate#		Agency C/P1/P2/E			
Buyer	NEIL WILLIAMS	Flight Dates	09/12/2012 - 09/18/2012	Salesperson Phone#	215-567-6005
Phone#		Hiatus Weeks		Salesperson FAX#	215-567-5938
Fax#					

Books	JUL11, EJUL12
Demos	RA35+

--- CREDIT RISK ---
CASH IN ADVANCE